



Local Government  
Pension Scheme

# Welcome to our new brand and website

Simple | Friendly | Confident



# Our new brand

The Local Government Pension Scheme (LGPS) has refreshed its brand identity. It expresses a modern and distinctive brand image that asserts a professional authority while remaining open and accessible.

The identity consists of a new brandmark in English and Welsh, colour palette, font family and a set of illustrations.

To obtain master artwork files, please visit the LGPS Regulations and Guidance website:

<https://www.lgpsregs.org/resources/branding.php>

## New brandmark

lgps

Full colour version without descriptor – English

cpIII

Full colour version without descriptor – Welsh

lgps | Local Government Pension Scheme

Full colour version with descriptor – English

cpIII | Cynllun Pensiwn Llywodraeth Leol

Full colour version with descriptor – Welsh

## New colour palette



LGPS Orange



LGPS Green



LGPS Blue



LGPS Dark Grey

## New fonts

Nunito

Arial

## New illustration style



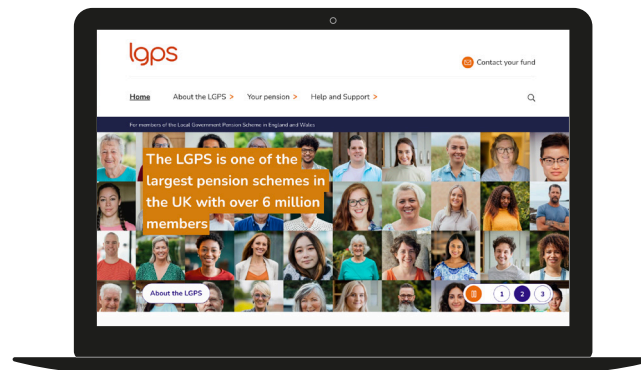
# Our new website

LGPS has updated its website to improve the user experience and make it easier for members to understand their pension.

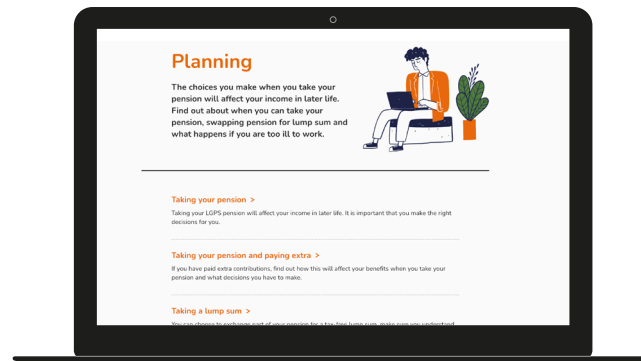
A key requirement for the website is to make all of the content available to everyone, including those with disabilities. It meets the Government accessibility requirements for public sector websites.

The website has been built with a content management system so that it is easier to update in line with regulation changes.

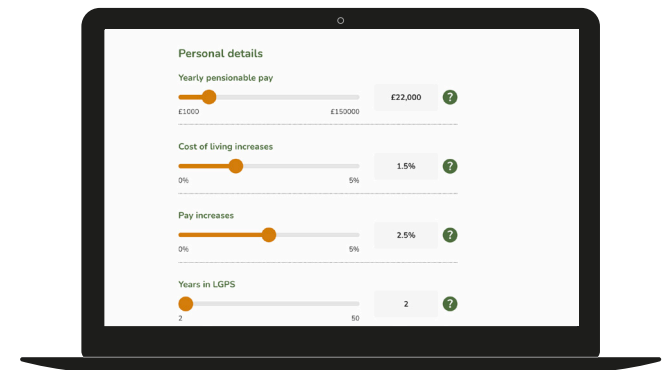
## New home page



## Updated content



## Revised tools and calculators



## Help and support

